

Message Text

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PAGE 01 MANILA 14119 021422Z

44

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

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R 020730Z DEC 74

FM AMEMBASSY MANILA

TO USDOC WASHDC

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UNCLAS MANILA 14119

E.O. 11652: N/A

TAGS: BBSR, RP

SUBJ: WTDR/FTI - KASTEN MARKETING INTERNATIONAL, INC.

REF: UNCLAS USDOC 15654

1. PHILIPPINES 2. CNTRY CODE: 565 3. SER NO: NA

4. KASTEN MARKETING INTERNATIONAL, INC.

4A. CODE: 4B. CODE: A 4C. CODE: X

5. P. O. BOX 625-S MCC, MAKATI; SHERIDAN COR. PIONEER STS.,
MANDALUYONG

6 RIZAL, PHILIPPINES

7. ESTBL: 1972 8. EMPL: 90 9. SIZE: (20-X) MEDIUM

10. REPUTATION: (22-X) GOOD 12. RPT DATE: 11/74

13A. 36410/3 DIST. INCANDESCENT AND FLOURSENT LAMPS

13B. 28413/3 DIST. TOILET SOAPS

13C. 22523/3 DIST. MEN'S SOCKS

13D. 22510/3 DIST. WOMEN'S HOSIERY

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13E. 22511/3 DIST. WOMEN'S STOCKINGS

13F. 20334/3 DIST. BOTTLED ORANGE JICE AND ORANGE
CONCENTRATES

13G. 20990/3 DIST. PRESERVED FOODS

13H. 27411/3 DIST. MAGAZINES

14. OFFICER: HANS KASTEN, PRES.-GEN. MGR.

15. CABLE: "KASINTL" MANILA 16. TELEX: NA

17. PHONE: 70-44-41

18. FINANCIAL REFERENCES: MANILA BANKING CORPORATION AND
SECURITY BANK & TRUST COMPANY, BOTH MANILA, PHILIPPINES.
TRADE REFERENCES: NA

19. MAJOR FOREIGN FIRMS REPRESENTED: NA

20. POST'S EVALUATION OF FIRM: HANS KASTEN, AMERICAN, OWNS
15PERCENT OF FIRM. MAIN OFFICE MAINTAINED IN MANDALUYONG,
RIZAL WITH BRANCHES IN THE CITIES OF CEBU, DAVAO, BACOLOD,
LEGASPI, AND DAGUPAN. WHOLESALE DISTRUBUTOR OF GENERAL MERCHANDISE.
REQUIREMENTS OBTAINED LOCALLY. PRODUCTS DISTRUBITED BY 40
SALESMEN COVERING THE ENTIRE COJNTRY. HAS ADEQUATE FACILI-
TIES FOR NORMAL OPERATIONS. OFFCERS CONSIDERED COMPETENT
AND RELIABLE. AS OF DECEMBER 31, 1973 TOTAL ASSETS P4.1 MIL-
LION, NET WORTH P167,400, SALES P8 MILLION WITH NET LOSS
P109,900. CURRENT LIABILITIES EXCEEDED CURRENT ASSETS BY
P825,800.
SULLIVAN

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Message Attributes

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